

## ABSTRACT OF THE DISCLOSURE

A multicarrier transmitting apparatus includes a dividing section that divides transmit data into high-quality transmit data requiring good quality and ordinary transmit data other than the high-quality transmit data. A subcarrier allocation section rearranges the high-quality transmit data and the ordinary transmit data such that the high-quality transmit data is allocated to subcarriers in the vicinity of a center frequency in a predetermined frequency domain and the ordinary transmit data is allocated to subcarriers in the vicinity of both ends in the predetermined frequency domain. The subcarrier allocation section varies, in accordance with channel quality, a range of subcarriers to which the high-quality transmit data and ordinary transmit data are allocated. An orthogonal frequency division multiplexing section performs orthogonal frequency division multiplexing of the high-quality transmit data and the ordinary transmit data rearranged by the subcarrier allocating section.